

## **GRAPHIC ARTIST**

### **DEFINITION**

Under general supervision, plans and prepares graphic arts and graphic arts photography for production; executes production projects according to specified requirements; and performs related work as required.

### **TYPICAL DUTIES**

Coordinates production and quality control of all graphic arts and graphic arts photography, including examples of types of production, wash drawings, scratchboard drawings, electronic layouts, cartoons, line drawings in pencil and ink, stencils, color overhead transparencies, public information brochures, leaflets, flyers, special events, program designs and advertisements, three-dimensional models, charcoal renderings, sign painting of various sizes and styles, Sho-Card lettering, design of letterheads, logo, trademarks, faculty and student handbooks, college library graphics, community service illustrative material, etc. Confers with administrators, faculty and other employees and persons to obtain appropriate information for preparation of publications and releases, estimates costs of projects; assists in designing, laying out and editing numerous brochures, handbooks, programs, reports and other publications; assists in providing photographs as needed; uses the 35mm format to generate slides and printed pictures for graphic use in displays, posters, flyers, special events and brochures; constructs photographic paste-ups, montages, collages and layouts; and does finished art work on instructional material, brochures, and other material for duplication by letterpress or offset. Attends appropriate conferences, workshops and staff and committee meetings as directed. Prepares periodic reports related to assignment. Assists in planning budget for graphic arts requirements; maintains files, mailing lists and accounting records; and operates standard office equipment, word processing and computer applications for generated typesetting and desktop publication and graphics equipment and tools. Performs related duties as required.

### **QUALIFICATIONS**

#### **EXPERIENCE**

Two years of successful experience in graphic arts production; free lance work in graphic arts production desirable in business, industry, advertising agency or college setting.

#### **EDUCATION**

Two years of college education with concentration in art and photography, including emphasis in advertising design, illustration and production. Additional successful experience in graphic arts may be substituted on a year-for-year basis.

#### **SPECIAL REQUIREMENTS**

Portfolio, to be submitted at the time of interview, showing samples of work in all areas of competency, including demonstrated skills in design, layout, typography, printing, and photography.

#### **KNOWLEDGE OF**

Knowledge of standard art techniques, such as pen and ink, lettering, tempera, air brush, silk screen, basic and isometric drafting; techniques of reproduction, such as letterpress and offset equipment; processes for registration in graphic production; graphic techniques and materials; mechanical and manual lettering processes; methods of preparing and editing publications; and computer program suites. Knowledge of college and district policies and regulations. Knowledge of basic accounting procedures; elements of

correct English usage, spelling and vocabulary; communication and writing skills; and letter and report writing. Knowledge of modern office methods and practices including filing systems and telephone techniques.

**SKILL IN**

Skill in art and graphic art techniques; listening to what other people are saying and asking questions as appropriate; and understanding written sentences and paragraphs in work related documents. Skill in communicating effectively with others orally and in writing as indicated by the needs of the audience; and knowing how to find information and identifying essential information.

**ABILITY TO (ESSENTIAL FUNCTIONS)**

The ability to perform the basic functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; and meet schedules and time lines. The ability to organize work projects in a large variety of subject matter areas requiring diverse graphic techniques and materials; and collate and visually translate all mechanical elements of a particular project. The ability to apply photography skills to produce overhead transparencies, black and white and color slides (direct and internegative), photo enlargements/reductions from either positive or negative copy, dry and wet mounting and slide-tape presentations; and produce effective illustrations through photographic means. The ability to produce color copy using various printing methods such as relief printing, offset planographic, intaglio, silk screen and related processes. The ability to perform skilled art work by freehand and mechanical means. The ability to make mechanical paste-ups from thumbnails to comprehensives to final copy with the preparation of same for duplication. The ability to apply typographical skills such as alignment, spacing, inspection of type proofs and making proper adjustments. The ability to operate standard office equipment including word processing, typesetting, and graphics equipment; and input computer data with speed and accuracy.

**TYPICAL EQUIPMENT USED (May include, but not limited to)**

Computer, scanner, film scanners, typesetting machine, laminating machine, framing and mat cutting knives, airbrush by compressor or canned air, proportional and scaling devices.